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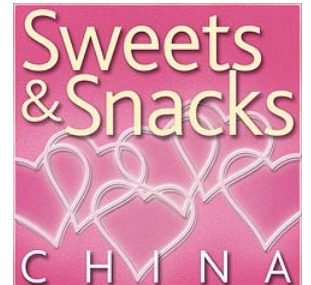
## China's premier launching and trading platform steers regional sweets and snacks industry

After three intense and busy days, the 7th Sweets & Snacks China and the China Confectionery Cultural Festival 2010 drew to its close last week at the Shanghai International Exhibition Center (INTEX).

This year, the exhibition has expanded to a total area of about 10,000 square meters. Close to 8,000 professional buyers from established and leading distributors, retailers and supermarkets; and nearly 18,000 end-consumers turned up in full force to browse and procure from more than 150 exhibitors who presented over 300 brands from 19 countries like China, Germany, Switzerland, Belgium, Denmark, France, Britain, Italy, Russia, Ukraine, Turkey, Tunisia, US, Korea, Malaysia, Kazakhstan, Japan, India and Singapore.

This is the second time German organizer Koelnmesse has partnered with the China National Confectionery Association (CNCA) since Sweets & Snacks China and the China Confectionery Cultural Festival won wide recognition from the industry last year. To many trade visitors, the event serves as a compass for the latest trends and developments of the sweet and snack industry; to end-consumers, it is a propagator of sweet and snack food culture.

In that regard, David Feng, Managing Director of Koelnmesse in China said at the opening ceremony: "The concept of marrying a professional trade show with a consumer fair opens up the value chain from manufacturers to distributors, and retailers to end-consumers. The positive effects are not only in line with the interests of the organizers, but also meet the development needs of the sweets and snacks industry in China."



Feature Zone In conjunction with



Sweets & Snacks China  
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[www.sweetschina.com](http://www.sweetschina.com)  
[www.sweets-snackschina.com](http://www.sweets-snackschina.com)

Contact:  
Ms. Jasmine Qiu  
Tel  
+ 86 21 6390 6161 ext. 806  
Fax  
+ 86 21 6390 6858  
E- Mail  
j.qiu@  
koelnmesse.cn

Koelnmesse Co Ltd  
Shanghai Branch  
Room 1202, HK Plaza,  
No. 283 Middle Huai Hai Rd  
Shanghai 200021, P.R.C.  
Tel +86 21 6390 6161  
Fax +86 21 6390 6858  
Info2@koelnmesse.cn  
[www.koelnmesse.cn](http://www.koelnmesse.cn)

Sweets & Snacks China 2010 has continued to serve its key role as the preferred launch pad by exhibitors.

page  
2/5

Local heavyweight Guan Sheng Yuan introduced its uniquely flavored "French nougat" and the Shanghai World Expo special edition "Crystal" candy products which is the first in China to be produced using the dual color candy filling technology.

New products from Yake included its VQ, Miao You Milk Candy and other items such as French crepes, small pancakes, crispy rolls, puffed rice rolls and small steamed buns while Chengdu Shi Cheng which participated at Sweets & Snacks China for the first time has employed technological innovations based on traditional manufacturing methods as one of its selling points. Among other products, it has launched a newly developed range of chewy cranberry candies – China's first development of its kind.

European sweets and snacks veterans were also present at Sweets & Snacks China 2010 to develop their overseas market and capitalize on the increasing affluence and stronger demands for quality lifestyle of the nation's younger population.

They included Ludwig (chocolates), Reimanns (cakes), Grabower (candies and biscuits) from Germany; Progida (hazel nuts) from Turkey; Coronet (cookies) from Denmark; Maison (caramelized biscuits) from Belgium; DiCosta (shortbread and easter eggs) from Italy; PC (waffles and oatmeal cookies) from Russia; as well as Sunil (fish snacks) and Samjin (chocolate mochi) from Korea.

Through this platform, these overseas exhibitors have benefited immensely in meeting face-to-face with key domestic agents, understanding the relevant policies and prospects in entering the China market and also gaining access to opportunities to engage with the Chinese consumers.

“We just come to China and get the direct feedback from China consumers on our products. Now we have a clearer view about this market, and we will be back with more suitable products next year,” said Aleksei Zhuravlev, Sales Manager of PC «Baker’s and confectioner’s enterprise» from Russia.

page  
3/5

“Excellent experience in the past three days and it has been very successful for us! We have received requires from all over the country, and have a lot of work to follow up. Next year, we are surely back! ,” said Eben Adjei, Sales Manager of JSC Rakhat from Kazakhstan.

Besides finished products, this year’s Sweet & SnackTec zone has once again featured manufacturing and processing technology as well as raw material and packaging suppliers. Of these exhibitors, 80 per cent were from abroad such as Bosch, Sollich, Chocotech, F.B.Lehmann, Buhler and Copac from South Korea.

In conjunction with the exhibition, show organizers have collaborated with the China Food newspaper to hold a “Healthy, Convenient and Enjoyable” themed sweet and snack technology forum on the second day of the event which featured a strong speaker lineup including finished product manufacturer Tianjin Longkang, raw ingredient suppliers Ovodan and the California Almonds, as well as a professional scholar from the South China University of Technology.

Filling the conference room to capacity were close to 100 delegates from major players such as RT-Mart, Sunnlylife, Jebesen Industrial, Buehler, Beingmate, Jianli Pharmaceutical, CJ China, BOSCH, Xiwang Sugar, Baolingbao Biology, Shanghai Mingle, JPT Health, Wilmar, Hatel machinery who shared insights on the latest technological developments, market conditions and policy analysis of the confection and snack trade.

Famous local performance troops and comedians invited by renowned domestic manufacturers such as Yake, Guan Sheng Yuan and Ye Dao put up stunning shows and interactive programs that excited the audiences during

the public day on October 30. On top of that, consumers were also wowed by the feats by master candy makers from Sister Ma who displayed their skills with such casual mastery.

page  
4/5

Expressing his views on the culture of confection consumption in China, Secretary-General of CNCA, Shaohui Ding said, "There is indeed a big public misunderstanding on candy consumption, for example, many people mistakenly think that diabetes is caused by the excessive intake of candies. In fact, the lack of a balanced diet and exercise and unused calories are the actual causes of it. It is also a misconception that people with diabetes cannot consume candies. On the contrary, it is often that those on diabetes medication have low blood sugar which could be life-threatening and therefore should always have with them some sweet foods for emergency needs."

"There are also many consumers who think that eating chocolates will make them gain weight. In fact, eating chocolates scientifically can help control weight and eating dark chocolates is also good for the heart and emotional health. We, as organizers of Sweets & Snacks China and the China Confectionery Cultural Festival will educate the public on these misconceptions and impart more scientific knowledge through posters panels at the show, manuals and seminars in future."

Sweets & Snacks China will be back in Shanghai with the 8<sup>th</sup> edition next year. For further information on Sweets & Snacks China, visit [www.sweets-snackschina.com](http://www.sweets-snackschina.com).

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## **Koelnmesse**

Founded in 1922, Koelnmesse is one of the largest exhibition companies in organizing trade fairs worldwide. It has an excellent track record for organizing dozens of the world's most successful trade events. In food and

food technology industry, Koelnmesse organizes Anuga, Anuga FoodTec, ISM and ProSweets, which are all highly acclaimed. In 2004, Koelnmesse initiated Sweets China (currently renamed Sweets & Snacks China) which has since provided the confectionery and snack industry an important trade platform as well as an informative networking opportunity. With over 80 years' experience, Koelnmesse brings forth an unrivaled skill-set and expertise needed to develop Sweets & Snacks China into one of the premier international trade shows in Asia.

page  
5/5

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### **China National Confectionery Association**

Established in October 1992, China National Candy Association represents more than 500 Chinese companies in the candy, chocolate, jelly and preserves confectionery industry. China Confectionery Culture Festival was organized by the association from 2006 to 2008. From 2009, the Festival is held in conjunction with Sweets & Snacks China so that all the exhibitors could meet not only trade buyers but also end-consumers.